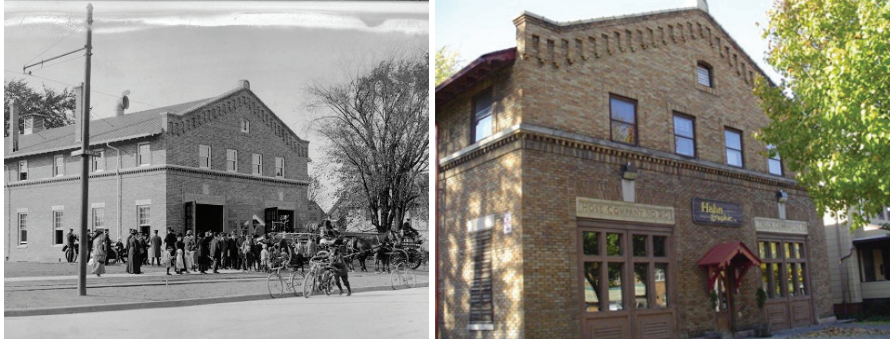


A thriving farming and industrial community in the early 1800s, Maplewood became a choice residence for the wealthy in the mid and late 19th century. However, it's economic health began to suffer in the 1960s when common interests in urban living/shopping began to fade and move towards automobile-mall economies. Recent trends demonstrate a renewed interest in urban living, presenting an opportunity for revitalization of the Maplewood Dewey Avenue corridor.

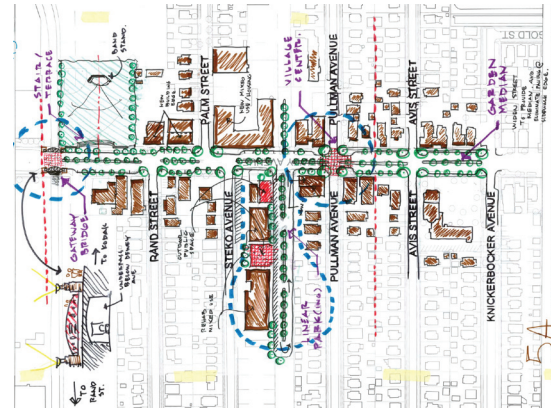


The Dewey Avenue firehouse circa 1912 (right) and as an adaptive reuse model project in 2007.



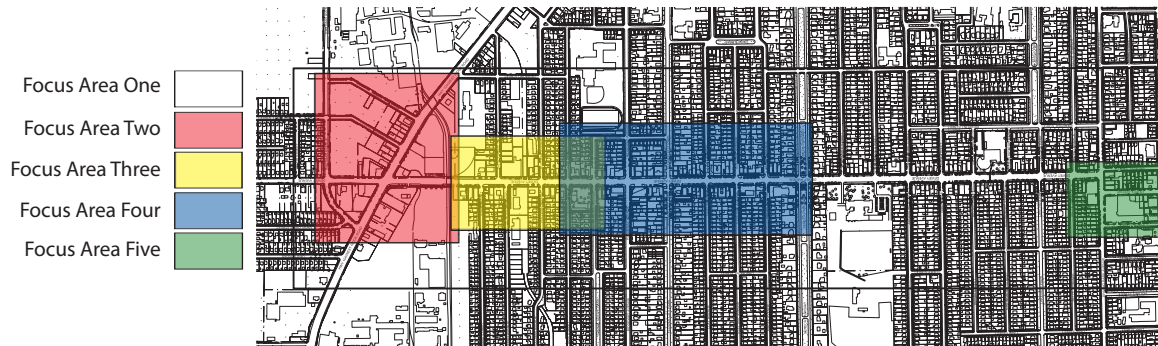
Maplewood neighborhood residents at work during the charrette.

Planning for the Dewey Avenue Corridor/Maplewood Neighborhood Charrette commenced during the winter of 2005. During the spring of 2006, stakeholders began meeting monthly with Rochester Regional Community Design Center (RRCDC) staff in order to, among other tasks, establish the official charrette Steering Committee. During these monthly meetings, discussions were focused on topics to be covered during the charrette and the five focus areas were determined.



Charrette drawing for Focus Area Five.

After intensive work over eight months of planning, the Dewey Avenue Corridor/Maplewood Neighborhood Charrette occurred on November 11, 2006. The 110 residents and 20 design professional facilitators that attended were split into 12 teams in order to explore the five predetermined focus areas. Each group focused on a specific topic and developed unique approaches to their particular design challenges, but similarities wove throughout many of the groups' results. In some cases the same specific idea arose independently in multiple groups.

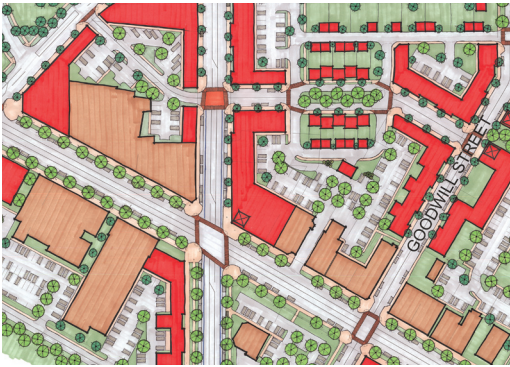


Charrette Focus Areas

RRCDC, in consultation with the Dewey Avenue Steering committee, translated the ideas produced at the charrette into design concepts, physically illustrated in a Vision Plan. Specific focuses of the plan to be applied to each of the six areas depicted on the adjacent map include:

- *Creating a pedestrian friendly environment*
- *Improving aesthetic character*
- *Establishing community gateways*
- *Respecting, reclaiming, and preserving existing historical buildings*
- *Respecting, reclaiming, and preserving natural resources and green space*
- *Encouraging community partnership*
- *Parking strategies*

Plan F: Rand Street to Velox Street



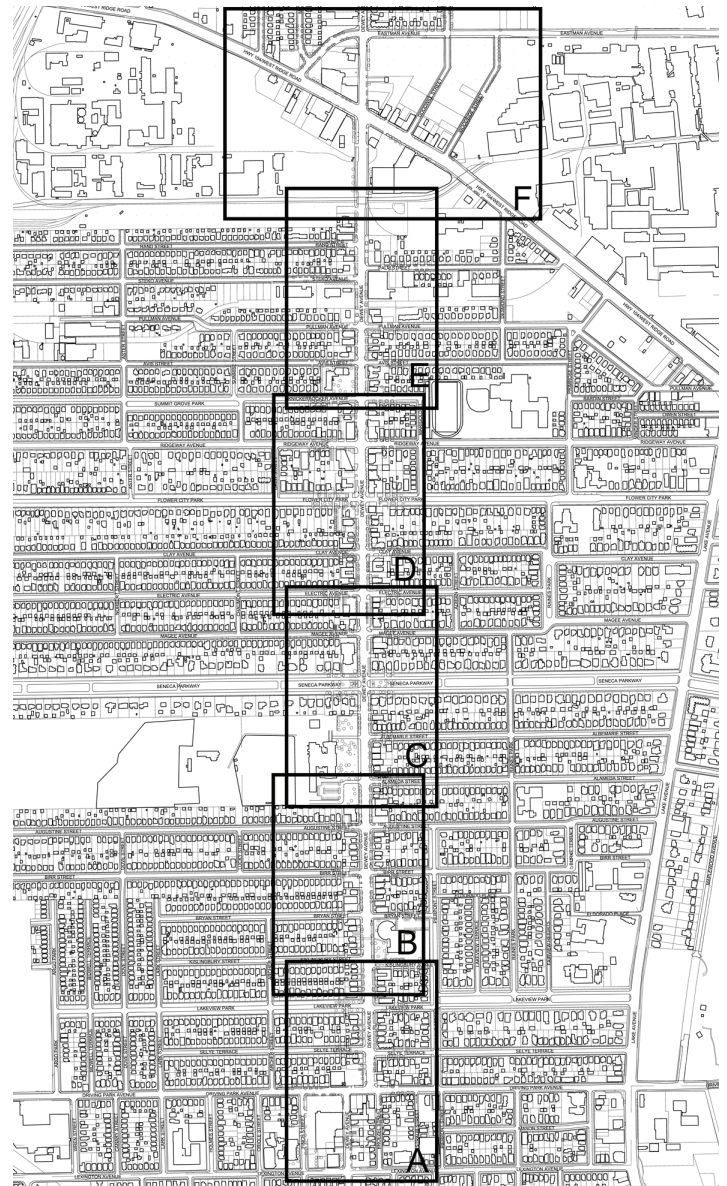
A major recommendation is to create a northern gateway to the Dewey Avenue Corridor/Maplewood Neighborhood. The Ridge Road intersection represents an important gateway and should be highlighted with a sculpture and sign.

These elements will indicate the entrance into the corridor and should be designed with community input and participation. Other design proposals for this area include slowing traffic on Ridge Road and Dewey Avenue, improving pedestrian crossings, facilitating transportation options, undertaking façade improvements, developing new buildings, improving the streetscape and landscape, mitigating the presence of parking, identifying adaptive re-use opportunities, reflecting existing desirable urban design elements in new development, capitalizing upon opportunities for green space, and diversifying parking options.

Plan A: Lexington Avenue to Kislingbury Street



One of the major recommendations is to create a gateway garden at the Driving Park Avenue and Dewey Avenue intersection. Located at the southern most border of the Maplewood Neighborhood, this public park will contain green space for community gardens or other forms of landscaping designed to provide a gateway element to the Dewey Avenue/Maplewood Neighborhood. Other design proposals for this area include developing the Finch Street boulevard, improving pedestrian crossings, reconfiguring the Dewey and Driving Park intersection, creating bike lanes, undertaking façade improvements, encouraging strategic infill development, improving streetscape and landscaping, revitalizing traditional urban built environment, and restructuring parking opportunities.



The next step in the post charrette phase is the implementation of the Vision Plan. During this phase, the Maplewood Neighborhood Association, Dewey Avenue Steering Committee and interested citizens will work to transform the Dewey Avenue Vision Plan into reality. Recommendations for successful implementation of the Vision Plan include:

- *Continued involvement of the Steering Committee*
- *Identification and prioritization of goals*
- *Promotion of safety, maintenance and enforcement of current regulations*
- *Concentration on public and private property improvements*
- *Redevelopment of the Price Right/Wegmans site*
- *Implementation of parking strategies*